The age-old saying “less is more” has driven modernism and set design rules for decades. And yet what if the essence of creation actually lies in the superficial? This is definitely the opinion of Livio Ballabio, art director at a leading Italian interior design firm, Cantù-based Jumbo Group, which is one of the most successful names in the sector. “Excess is resilience”, he states decisively while telling us about his experience at the firm. “Rather than Bruno Munari, I feel a connection with Achille Castiglioni. Design shouldn’t be simple; it should be exciting, it should be superfuous, because the superficial is what makes us stand out from one another and enables us to survive, resembling a kind of energy reserve at our disposal. Meanwhile, simplicity is what standardises us. If we look at primitive art, the most interesting things are hidden in the decoration. It is there that the symbolic and cultural worlds of all civilisations are concentrated. And yet, for many years we have done away with decoration and viewed it as something negative.”

Strong ideas, specific objectives and a clear, absolute vision of the future. Ballabio trained at the school run by Enrico Cappellini, Paola Navone and Rinaldo Dordoni. One of his most important reference points is Raffaella Crespi, a pillar of Italian design, “We were taught to be missionaries for beauty at the Politecnico di Milano. She saw creativity as an attempt to avoid banality at all costs”. Ballabio carries this principle within himself and expresses it in his work.

Grazie alle sue cinque linee d’attenso, Jumbo Group soddisfa le esigenze varipate di raffinati clienti internazionali con passione artigiana, attenzione alla qualità e alla sperimentazione.

Thanks to its five interior design lines, Jumbo Group is able to cater to the diverse requirements of sophisticated international clients with handcrafted passion, a focus on quality and experimentation.